CLAIMS

1 1.   A broadcast transmission medium coupling a head end to

2 a plurality of clients, the medium including an alert

3 management message therein and comprising:

4   a first data field comprising an identification of a

5 target set of clients;

6   a second data field comprising an alert type message;

7 and

8   a third data field comprising a status message.

1 2.   The medium of claim 1 further comprising a fourth data

2 field comprising a message identification.

1 3.   The medium of claim 1 wherein the target set of

2 clients consists of a single client.

1 4.   The medium of claim 1, the second data field comprises

2 a Boolean flag.

1 5.   A data signal embodied in a carrier wave comprising:

2   a first data field comprising an identification of a

3 target set of clients;

4   a second data field comprising an alert type message;

5   and

6   a third data field comprising a status message,

7   wherein the carrier wave provides one-way

8   communication.

1   6.   The data signal of claim 5 further comprising a fourth

2   data field comprising a message identification.

1   7.   The data signal of claim 5 wherein the target set of

2   clients consists of a single client.

1   8.   The data signal of claim ~~8~~, The medium of claim 1, the

2   second data field comprises a Boolean flag.

1   9.   A method of sending an alert management message to a

2   plurality of recipients on a broadcast channel comprising:

3   generating a first data field that identifies at least

4   one target recipient from among the plurality of

5   recipients;

6   generating a second data field that identifies the

7   type of alert management message; and

8   transmitting the data fields to the recipients.

1   10.   The method of claim 9 further comprising generating a

2   third data field that uniquely identifies the alert

3   management message.

1   11.   The method of claim 9, the alert management message

2   including a payload message, the method further comprising:

3   generating the payload message, the payload message

4   comprised of at least one byte;

5   transmitting the number of bytes in the payload

6   message; and

7   transmitting the payload message.

1   12.   An article comprising a computer-readable medium that

2   stores computer-executable instructions for sending an

3   alert management message to a plurality of recipients, the

4   instructions causing a machine to:

5   generate a first data field that identifies at least

6   one target recipient from among the plurality of

7   recipients;

8   generate a second data field that identifies the type

9   of alert management message; and

10   transmit the data fields to the recipients.

1 13. The article of claim 12, the instructions further

2 causing the machine to generate a third data field that

3 uniquely identifies the alert management message.

1 14. The article of claim 12, the alert management message

2 including a payload message, instructions further causing

3 the machine to:

4   generate the payload message, the payload message

5 comprised of at least one byte;

6   transmit the number of bytes in the payload message;

7 and

8   transmit the payload message.

1 15. A method of receiving an alert management message

2 transmitted to a plurality of recipients on a broadcast

3 channel comprising:

4   testing a first data field, the first data field

5 identifying at least one target recipient;

6   ignoring the alert management message when the

7 recipient is not a target recipient; and

8   recovering the alert management message when the

9 recipient is a target recipient.

1 16. The method of claim 15 further comprising:

2   testing a second data field, the second data field

3 identifying an action by the recipient; and

4   performing the action.

1 17. The method of claim 15 further comprising:

2   testing a second data field, the second data field

3 identifying an alert management state for the recipient;

4 and

5   assuming the alert management state.

1 18. An article comprising a computer-readable medium that

2 stores computer-executable instructions for receiving a

3 alert management message transmitted to a plurality of

4 recipients on a broadcast channel, the instructions causing

5 a machine to:

6   test a first data field, the first data field

7 identifying at least one target recipient;

8   ignore the alert management message when the recipient

9 is not a target recipient; and

10   recover the alert management message when the

11 recipient is a target recipient.

1 19. The article of claim 18, the instructions further

2 causing the machine to:

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3   test a second data field, the second data field

4 identifying an action by the recipient; and

5   perform the action.

1 20. The article of claim 18, the instructions further

2 causing the machine to:

3   test a second data field, the second data field

4 identifying an alert management state for the recipient;

5 and

6   assume the alert management state.

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